
基于 B / S 结构的通机售后服务系统的设计与实现

摘 要

通用机械产品是机械行业的基础支撑，适用于很多的行业，从常见的空调设备到宏伟的航天领域，各处都参杂着通用机械设备的身影。根据中国机械工业联合会最新发布的数据显示，二零一九年来通用机械累计增速为 5.1%，订单量日趋庞大。但是目前国内外对于通用机械还大多都只停留在创造的层面上，对于售后的研究还较少，而良好的售后服务是企业为提高客户忠诚度的有效措施。因此此次研究从使用当代的计算机、网络、信息处理技术手段实现售后服务的快速响应出发，对售后服务流程进行详细的分析，设计出一款能够在计算机网络上对通用机械的售后流程进行管理的软件，减短售后服务的响应时间，提升客户的满意度。

关键词：通用机械 售后服务 客户 响应

ABSTRACT

General mechanical products are the basic support of the mechanical industry. They are suitable for many industries, from common air-conditioning equipment to the magnificent aerospace field, where there are many general mechanical equipment. According to the latest data released by China Federation of machinery industry, the cumulative growth rate of general machinery in 2019 was 5.1%, and the order volume was also increasing. However, at present, most of the general machinery at home and abroad only stays at the level of creation, and there is little research on after-sales, and good after-sales service is an effective measure for enterprises to improve customer loyalty. Therefore, this research starts from the use of modern computer network and information processing technology to realize the rapid response of after-sales service, analyzes the after-sales service process in detail, designs a software that can manage the after-sales process of general machinery on the computer network, shortens the response time of after-sales service, and improves customer satisfaction.

Key words: general machinery after-sales customer satisfaction

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